



**WORLD  
LAND  
TRUST**

Saving land  
Saving species

**APPLICATION PACK**

**Social Media Officer**

Closing Date: 9am Monday 4 November

World Land Trust is a UK based conservation charity. Registered charity no. 1001291 | Limited company registered in England & Wales no. 2552942 Phone: +44 (0) 1986 874422 Email: [info@worldlandtrust.org](mailto:info@worldlandtrust.org) Website: [Worldlandtrust.org](http://Worldlandtrust.org)  
Registered office: Blvth House, Bridge Street, Halesworth, IP19 8AB, Suffolk, United Kingdom.



## Who We Are

World Land Trust (WLT) is an international conservation charity that protects the world's most biologically significant and threatened habitats and species.

Our mission is to help people across the world protect and restore their land to safeguard biodiversity and the climate. Working through a network of partner organisations around the world, WLT funds the creation of reserves and provides permanent protection for habitats and wildlife. Partnerships are developed with established and highly respected local organisations who engage support and commitment among the local community.

## Our Values

At World Land Trust we are committed to inclusion and respect to our employees, those who support us, and those whom we support.

WLT will always approach every situation in a **positive** way to find and communicate solutions, operating and communicating with **honesty**, remaining **focused** on our mission, and working in a **supportive** way with our staff, partners and supporters.

We treat everyone with respect and have particular regard for the 'protected characteristics' under the Equality Act 2010: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.

We have a zero-tolerance policy towards discriminatory language or actions that could create a hostile environment and we do not accept behaviour that amounts to harassment or exclusion of any individual.

**We're happy to talk flexible working, from day one.**



# JOB TITLE

## Job Description

<b>Salary:</b>	Full-time starting salary £25,000 pa up to £28,000 pa (subject to experience)
<b>Hours:</b>	35 hours per week
<b>Contract:</b>	Permanent
<b>Proposed Start Date:</b>	As soon as possible
<b>Location:</b>	Halesworth, Suffolk with opportunities for hybrid working
<b>Reporting to:</b>	Marketing Manager
<b>Responsible for:</b>	No direct reports

### Summary:

As World Land Trust's Social Media Officer you will use your passion and knowledge of all things social media related, along with your drive to innovate to support the Communications Team in making a tangible difference to the natural world. Your focus will be on bringing the organisation to life online, increasing our following and brand awareness, and managing and engaging with our community; dedicated supporters and new ones alike.

### Main duties and responsibilities

- Manage social media channel accounts and content: for example Facebook, Instagram, LinkedIn, TikTok, YouTube and new platforms as they become available.
- Content planning: support WLT's communications initiatives by keeping an up-to-date content calendar that reflects yearly communications plans.
- Content creation and delivery: coordinate with both internal and external stakeholders to create inspiring social content (including graphics, animations, short and long form videos, lives, etc), that are on-message,

fully utilise all channel features, and are in line with WLT's tone of voice and brand design guidelines.

- Community engagement: pro-actively engage with our followers and wider audiences to increase reach, following and brand advocacy, responding to inbox messages, comments, and sharing relevant content.
- Reporting: produce monthly reports, including end of campaign reports, sharing highlights, insights and learnings to inform future content.
- Staying relevant: Pro-actively identify topics, news articles and trends that we can engage with, ensuring we stay on-message and in line with WLT's tone of voice.
- Identify collaboration opportunities: identify collaboration opportunities with social creators, who are in line with our Values, to promote the work of World Land Trust.
- Advise and support: support internal stakeholders to build up their social media profiles and position them as thought leaders within their respective areas of expertise.
- Social media guidelines: develop guidelines and escalation procedures documents.
- Undertake other activities as requested by the line manager, commensurate with skills, experience, pay level and role.

*The postholder will be expected to actively engage with, and promote, our workplace Values which are: Focused, Honest, Positive and Supportive.*

## **Person Specification**

Knowledge, Skills and Experience

A = Evidence in Application I = May be referenced at Interview

- Up-to-date knowledge, and hands-on experience in using social media platforms in a workplace setting including Instagram, Facebook, LinkedIn, YouTube and TikTok (essential) (A/I)
- Capable of creating social media plans and experienced in creating content and posting on multiple channels regularly (essential) (A/I)
- Track record in growing and cultivating online communities that create positive brand perceptions (essential) (A/I)
- Ability to create content (including video) for social media platforms that sparks engagement (essential) (A/I)
- A confident communicator with excellent writing, attention to detail and editing skills (essential) (A/I)

- Ability to take complex information across a wide range of subjects and distil this into content appropriate for social media (essential) (I)
- An understanding and practice of how organisations can and should use social media (essential) (I)
- Knowledge of key social media marketing metrics; how to gather and use insights to continually improve performance (essential) (I)
- Ability to prioritise workload in a fast-paced environment and adapt to changes as and when needed (essential) (I)
- Passion for all things social media delivering ambitious, innovative, on-brand and on-brief social communications (essential) (A/I)
- Proficient in using social media management tools such as Hootsuite (desirable) (A/I)
- Highly collaborative team player with a flexible and adaptable approach, also confident at working under own initiative (essential) (I)
- Self-directing with the ability to co-ordinate and engage cross-functional teams toward a successful outcome (essential) (I)
- An empathy and understanding of WLT's mission and values (essential) (A/I)

## How to Apply

**Please use the link below to log your details and upload both your CV and covering letter by 9am on Monday 04 November 2024.**

<https://hr.breathehr.com/v/social-media-officer-37829>

Your covering letter is an important part of your application. This is an opportunity for you to demonstrate in your application, using examples, of how you meet the requirements of the role (as shown in the Person Specification), particularly those marked with an 'A' to help you to understand what we're looking for as a minimum in your application. **Please share a link to your portfolio of assets created in your covering letter.** We're passionate about World Land Trust's mission and want to understand why you feel the same and why you think you're the best fit for this role.

Please note that this role does not meet the requirements for UK Visa Sponsorship and **all candidates are asked to confirm in their covering letter if they are eligible to work in the UK or would require permission.** Please see Conditions of Employment below for more information.

Your cover letter should be addressed to Bex Morley, Marketing Manager, and should be no more than two pages.

We would like to thank you for your interest in World Land Trust and for your time in applying. If you have any questions not answered in this application pack, please email: [Jobs@worldlandtrust.org](mailto:Jobs@worldlandtrust.org) and Debby or Kizzy will get back to you as quickly as possible.

## Shortlisted Candidates

We know how frustrating it is to not get an update about your application and therefore we will ensure that we let all applicants know whether they have been shortlisted for interview or not.

## Interviews are expected to take place on 11 and 12 November 2024

The interviews will be carried out remotely through Teams and will be based on a number of questions to better understand your skills and experience and how they might match those that we are looking for from our new team member. All applicants will have an opportunity to ask questions of the panel at the end of the interview. The panel for this vacancy will be Bex Morley, Marketing Manager, and Flavia Collina, Communications Project Manager.

## Our Benefits

- **Salary** - starting salary for this post is £25,000pa, with flexibility up to £28,000pa subject to skills and experience fully meeting our requirements.
- **Hours of work** - based on full-time hours, which are 35-hours per week (pro-rata for part-time hours).
- **Flexible working opportunities** - we know that our staff value the opportunity to enjoy a healthy work-life balance and so we build flexibility into the way we work from day one, including opportunities for hybrid working. The majority of our full-time staff are working on a 9-day fortnight basis, with one day off every fortnight, and we have recruited staff from across the country by enabling hybrid working, subject to any specific role requirements. Our marketing team are locally based, and we do love having people in the office as we think it's important to have some regular time working face-to-face too. All employees as a minimum are required to attend face-to-face Staff

Quarterly Away Days in Suffolk along with monthly Communications teams meetings, which may be in London or Suffolk, and any additional meetings/planning days relevant to their team and directorate where we feel it's important to have that face-to-face interaction to build and maintain working relationships. We are flexible for the right candidate but would ideally like someone who can work once a week from our offices as part of the team.

- **Annual leave** - we offer 34 days' annual leave (including Bank Holidays) plus an additional discretionary day each year to volunteer for a charity or community organisation of your choice. As part of a review of our benefits, this will increase to 36 days' annual leave per annum from January 2025.
- **Group personal pension scheme** - investing in companies that can demonstrate positive application of Environmental, Social and Governance (ESG) criteria, which ensures that our pension scheme operates in line with our Values. We also offer Pension Salary Exchange as a way of making tax-efficient contributions into your workplace pension.
- **Group life assurance** - whilst we hope our staff live long and happy lives, we want to give some peace of mind and this benefit provides a lump sum payment of 4x salary.
- **Occupational sick pay** - we keep our benefits under review and recently introduced occupational sick pay for staff from day 1.
- **Wellbeing** - our staff wellbeing is important to us and so alongside a Wellbeing policy, supported by an Employee Assistance Programme which includes access to counselling and a wellbeing helpline, we have provided opportunities for staff - and managers - to attend inhouse training to support their own wellbeing and those of their teams.
- **Cycle to Work Scheme** - we're currently working with a not-for-profit scheme provider to give our staff the chance to purchase a bike (including e-bike options) through a salary exchange scheme, which means you save the tax and NI that you would pay if you bought the bike directly from your next (after tax) pay giving savings of up to 47%!
- **Inclusion** - we work hard to ensure that we provide a welcoming and supportive environment for all staff where they can be the best they can be; as part of this we share our Inclusion Passport with you shortly after joining. This means we start off with a conversation about what helps you to work

best, feel included and be supported, which can encompass neurodiversity, religious practices, or menopause, for example, as well as disability and gender reassignment.

- **Employee voice** - we know that there is always room to improve and so we work with a not-for-profit programme, 'Best Employers Eastern Region', to provide an annual, anonymised, employee engagement survey, using the results to guide our People Plan for the following year. We're proud of our staff participation rate and the effort they make to share their thoughts with us, as well as our consistently high levels of staff engagement.
- **Learning and Development** - we support growth and development within role and this forms part of regular conversations with staff, brought together in our annual Performance and Development Review (PDR) which is reviewed regularly across the year to support staff with prioritisation and workload, and wellbeing. Retaining expertise and providing opportunities is something that's important to us and we have seen a number of staff move into new roles within World Land Trust.

**But that's not the end of it! We keep our benefits under review and look for new opportunities to improve the employee experience.**

## **Conditions of Employment**

To comply with the Immigration Asylum & Nationality Act 2006 and additional amendments, and UK Border Agency (UKBA) requirements, all applicants will need to be eligible to work in the UK. If you are shortlisted for interview we will ask to see a copy of an appropriate official document as set out in the UKBA guidelines and we are required to carry out a physical check of documents for the successful candidate. Do not send anything now, further information will be sent to you should you be invited to interview.

Please note that this role does not meet the requirements for UK Visa Sponsorship and **all candidates are asked to confirm in their covering letter if they are eligible to work in the UK or would require permission.**